Broadcasting Oct 29

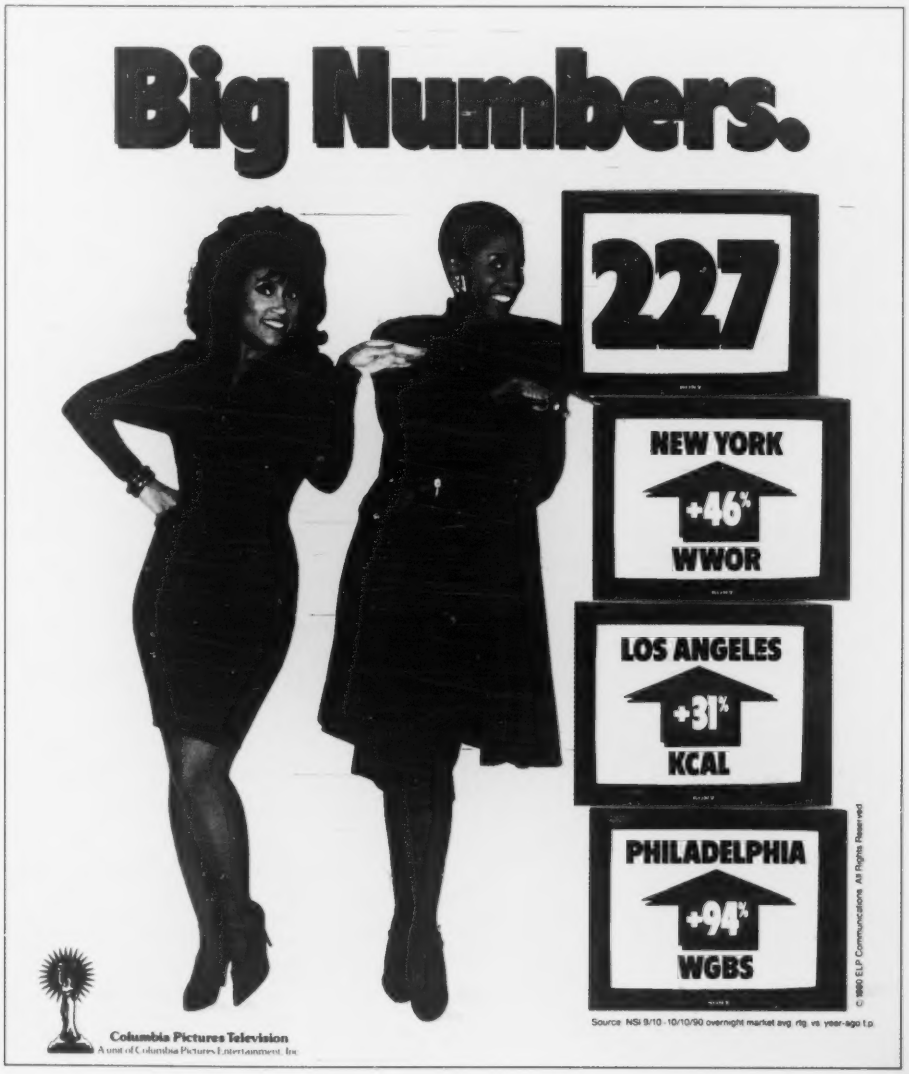
Reaching over 113,000 readers every week | 60th Year 1990

TELEVISION / 40
Networks ready series and specials for November sweeps battle

RADIO / 35
Atlanta TV assembles 24 radio station network to rebroadcast its news

BUSINESS / 52
Third quarter financial results for television station owners

CABLE / 58
The outlook on rates, new program services post-cable bill



Vol. 119 No. 18

Lowest unit rate: The profits and the problems

BETHESDA MD 20814

4520 EAST-WEST HWY
CONGRESSNL INFO SRV **SAMPLE
SRI ACQ
20814SRI AT850I ZCZ
*********5-DIGIT 20814

THIS WEEK

27 / GETTING OUT THE VOTE

Along with the more than $230 million of political advertising expected to pour into TV stations this year, there is also confusion over how to comply with the FCC's statutorily mandated lowest unit charge requirement for campaign spots.

29 / K PRIME PRIMED

Burning the midnight oil last week and this, K Prime engineers say they are ready to launch the nation's first midpower direct-to-home satellite television service next Monday, Nov. 5. About 100 consumers in scattered test markets, most of them uncabled, have committed to taking the three- to six-foot dishes to receive seven superstations and three pay-per-view signals. K Prime expects to grow from about 30 to 120 test distributors, and from 100 to 40,000 subscribers by next June—on its way to 300,000 break-even subs by 1993.

33 / HDTV ON $12 MILLION OR LESS

CBS and the Public Broadcasting Service have released the preliminary results of separately conducted studies that estimate total TV station conversion costs will range between $5 million and $12 million, assuming that the conversion is spread over several years and that the FCC selects an all-digital transmission system. The numbers are significantly more optimistic than an earlier study that suggested a range of $10 million to $38 million.

K Prime to launch in seven days (page 29)

34 / FNN TAKES ANOTHER HIT

Earl Brian has been replaced as chief executive officer of FNN and its parent Infotech. Two new co-CEO's have been assigned the task of getting the companies' financial houses in order and selling off some or all of Infotech's businesses.

35 / RADIO-TV CONNECTION

Cox's WSB-TV Atlanta has brought together a 24-station radio network to simulcast its six o'clock newscast. Radio stations also will function as stringers for the ABC affiliate.

35 / RAB NEWS

The Radio Advertising Bureau elected its new board members and named Rick Buckley, Buckley Broadcasting RAB chairman. The board also approved a marketing plan designed to increase radio's share of advertising money.

40 / GEARING UP FOR SWEEPS

The network television season heads into its November sweeps period with an emphasis on high-visibility programing. Moving away from multi-night mini-series, both ABC's and NBC's sweeps programing are anchored by two-part, four-hour movies. CBS is relying on a slate of made-for-TV movies, specials and three theatrical movies making their network television debut, to push it ahead.

44 / MAJOR SERIES LOSS

The unusually short World Series in the first of CBS's four-year, $1.06 billion contract with Major League Baseball resulted in a loss estimated at more than $100 million. But CBS said the long-term value of the contract, including its promotional impact on regularly scheduled programing, has yet to be seen.

49 / SMPTE EQUIPMENT ROUNDUP

Rival composite digital videotape formats were demonstrated on the exhibit floor during the Society of Motion Picture and Television Engineers conference in New York (Oct. 13-16). Digital TV transmission and studio automation equipment were also prominent at the exhibition. But the 1990 SMPTE exhibition was smaller and more lightly attended than usual, mainly due to unhappiness with the New York site (page 51). The exhibition will not be returning there until at least 1994.

52 / FLAT QUARTER

Third quarter financial results for Capital Cities/ABC and other TV broadcasters show flat to modest earnings comparison to last year's third quarter. ESPN earnings are hurt by baseball rights fees.

53 / COMPARATIVE QUESTIONS

Some advertisers are upset with the way the standards

and practices departments at the networks are handling comparative commercials. Comparative ads—commercials that attack or mock competing products by name—are rampant in automobile, telecommunications and soft drink industries. Coca-Cola has met with the networks and discussed the possibility of creating an agency independent of the networks and advertisers to review comparative ads.

58 / WHAT NOW?

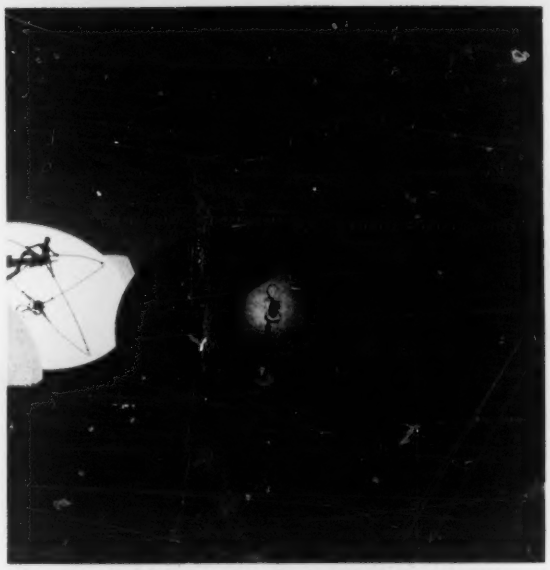
With the demise of the cable bill, the industry confronts the issues on the minds of Congress—rate increase, programing exclusivity, MSO ownership in programing services and access—and the fallout from having no bill.

60 / WTBS LOOKS FOR NEW LIFE

WTBS(TV) Atlanta isn't the cable ratings king it once was; it has been overshadowed by its image-conscious, co-owned network, TNT. But with plans for a new on-air look and a nearly 1,000-title movie package from MGM/UA, the superstation is looking to make sure it stays on top of the cable heap.

62 / FCC CABLE ACTION

FCC is planning to propose a new multifaceted "effective competition" standard for determining which cable systems should be subject to municipal rate regulation. The proposed standard would likely result in more systems falling under the regulatory purview of local franchising authorities.



Sweep's stake: ABC's does Stephen King's "It" (page 40)

66 / SELF-GUIDANCE

The National Infomercial Marketing Association used its first annual conference to take guidance from Congress and federal agencies, and to show its intent to curb its own, issuing guidelines on both the form and content of program-length ads.

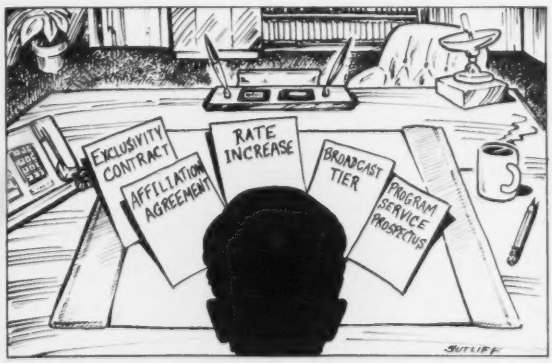
67 / NEGATIVE INTERACTION

The National Association of Broadcasters and the Association for Maximum Service Television filed joint comments opposing the implementation of T-NET, a wireless interactive TV system in the UHF band, because the spectrum will be needed for HDTV broadcasting. T-NET's developer, Radio Telecom & Technology Inc., and other supporters of the system say interactive technology should not be delayed by HDTV.

68 / FOX LAUNCH

Fox Broadcasting has hired several key executives at the Washington-based Fox News Services, where organizers foresee a possible early 1991 launch of its much anticipated national news service. The hour-long daily newsfeed should be a boon for Fox's 132 predominantly UHF affiliates, 18 of which currently have nightly newscasts.

The industry looks beyond the cable bill (page 58)



INDEX

Advertisers Index	86
Business	52
Cable	58
Changing Hands	54
Classified Advertising	75
Closed Circuit	6
Datebook	14
Editorials	90
Fates & Fortunes	83
Fifth Estater	87
Focus on Finance	56
For the Record	70
In Brief	88
Journalism	68
Masthead	22
Monday Memo	25
Open Mike	23
Programing	40
Radio	35
Riding Gain	39
Stock Index	57
Technology	49
Top of the Week	27
Washington	62

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. Broadcasting Cable introduced in 1989. ®Reg. U.S. Patent Office. Copyright 1990 by Broadcasting Publications Inc.

Incorporating

The Fifth Estate
TELEVISION.
Broadcasting
■ Cable

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $350 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* ☑ *Cable Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

NEW HDTV ESTIMATES: $12 MILLION OR LESS

Separate CBS, PBS studies chart multi-year, five-step conversion scenarios for high-definition TV simulcast transmission facilities and studio equipment; CBS predicts transitions lasting five to nine years

The worst-case cost of high-definition television simulcast transmission and studio production installation for any station will be about $12 million, spent over several years, according to studies by CBS and the Public Broadcasting Service. That figure could be as low as $5 million for some small-market stations, the CBS study found.

Both networks presented preliminary findings of on-going studies on HDTV conversion costs last Wednesday (Oct. 24) in Washington. The presentations were made during a joint meeting of two working parties within the FCC's advisory committee on advanced television service, systems working party 3 on economic assessment, and implementation working party 2 on transition scenarios.

The two studies were conducted independently of each other using in-house personnel and were based on different sets of assumptions. Nevertheless, the results are remarkably similar. "We met with CBS in early September to compare notes and were surprised to find that our plans and their plans and transitions and costs were pretty much the same. We were pleasantly surprised," said James Kutzner, communications systems engineer, Public Broadcasting Service, Alexandria, Va.

The results of the two studies are much more optimistic than the figures in a study from a subgroup of systems working party 3 led by Robert J. Ross, director, broadcast operations and engineering, KYW-TV Philadelphia. The latest version of that report, released last spring, estimates implementation of a full simulcast HDTV station at a range of $10 million to $38 million, depending on market size (BROADCASTING, April 9).

The CBS study, which was presented by Robert P. Seidel, the network's vice president, TV engineering, and Rupert Stow, consultant and former CBS engineer, begins with the assumption that stations in the largest TV markets will be the first to begin conversion, following the precedent set when the industry converted to color transmission.

Other assumptions: stations will have phased conversions spread over five to nine years; the FCC will select an all-digital terrestrial system which will allow for lower-power transmission equipment that is less expensive than NTSC; the initial high equipment prices will come down steadily as economies of scale affect the marketplace, and labor costs will represent 20% of the capital spending for HDTV conversion.

CBS divided the currently operating U.S. TV stations into six categories based on market size (see chart). The 30 largest TV stations in the country, in the first category, will be the first to convert to HDTV, about a year after the FCC chooses a standard. After about five years those stations will have completed their conversions, spending about $11.58 million in that time.

The approximately 640 smallest stations in the country (represented by group 6) would not begin to convert until five or six years after the standard is chosen and will take about seven or eight years to complete the change, under the CBS scenario. Those stations will have spent about $5.79 million in that time, much less than group 1 because by the time small stations implement HDTV, prices will have dropped, due to higher equipment production levels.

Kutzner and fellow PBS engineer Mark Richer presented a more detailed version of the PBS cost analysis, released a week before at the Society of Motion Picture and Television Engineers convention in New York (BROADCASTING, Oct. 22). The PBS study starts with many of the same assumptions as CBS, including multi-year phased conversion and conversion by large markets first. PBS's best-case scenarios were based on FCC selection of an all-digital system. Capital expenditures would then likely include a new transmitter, antenna and strengthening of existing towers to hold both NTSC and HDTV antennas. It also figured worst-case costs in case larger antennas are needed to transmit nondigital signals and a second tower must be built.

PBS's best-case estimate of transmission equipment and installation cost for a low-band VHF station is $936,000, and the worst case is $3.484 million; high-band VHF, $986,000 best case, $3.534 million worst case, and UHF $1.116 million best case, $3.664 million worst case.

By comparison, the Ross report estimated that it would typically cost $8 million to install the capability to pass a network HDTV signal. –RMS

CBS ESTIMATE OF HDTV BROADCAST STATION COSTS

($ thousands in 1990 dollars)

	GROUPS OF STATIONS ACQUIRING EQUIPMENT					
Group	*1*	*2*	*3*	*4*	*5*	*6*
# of stations	*30*	*40*	*80*	*160*	*320*	*640*
A. Network pass-through	1,481	1,333	1,185	1,037	889	741
B. Local commercial insertion	1,652	1,487	1,322	1,157	992	827
C. Local play of syndicated non-network programs	1,057	951	845	739	633	527
D. Local origination	3,277	2,949	2,621	2,293	1,965	1,637
E. Final plant conversion	4,113	3,702	3,291	2,880	2,469	2,058
Total capital cost per station	11,580	10,422	9,264	8,106	6,948	5,790

PBS ESTIMATE OF HDTV BROADCAST STATION COSTS

Final cost of transmission and studio facilities after 5-step conversion

($ thousands)

	Best Case	*Worst Case*
VHF, low band (channels 2-6)	9,502	12,050
VHF, high band (channels 6-13)	9,552	12,100
UHF	9,682	12,230

RATINGS ROUNDUP

CBS won the week on the strength of its World Series coverage, with the four games of the Reds sweep placing first, second, fifth and sixth among all prime time programs for the week. Second, with five of the top 10 shows was NBC, whose *Cheers* was the top rated nonbaseball offering at 21.1/33. Coming in third was ABC, with only one of the top 10 shows, *America's Funniest People* (18.3/27), but six of the top 20 shows. Fox's strongest finisher was *The Simpsons*, which ranked 18th at 16.2/25 (*Cosby* was ranked eighth with 18.5/29). The line score was CBS, 15.9/26; NBC, 13.9/23; ABC, 12.6/21; Fox, 7.0/12.

Week 5

Oct. 14–Oct. 20

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		21.8/37	C	World Series Game 2
2		21.4/38	C	World Series Game 4
3	▼	21.1/33	N	Cheers
4	▲	20.3/32	N	Movie:Kaleidoscope
5		20.2/32	C	World Series Game 1
6		19.4/35	C	World Series Game 3
7	▼	19.3/30	N	A Different World
8	▼	18.5/29	N	Cosby
9	▲	18.3/27	A	Amer. Funniest People
10		18.0/28	N	Movie:Fine Things
11	▼	17.7/30	C	60 Minutes
12	▼	17.4/26	A	Roseanne
13	▼	17.1/26	A	Amer. Funniest Viedos
14	■	16.9/29	A	L.A. Law
15	▲	16.7/27	A	Movie:The Bride In Black
16	▲	16.5/27	N	Grand
17	▼	16.3/26	A	Who's the Boss?
18	▼	16.2/25	F	Simpsons
19		16.1/24	C	Designing Women
19	▼	16.1/29	A	Monday Night Football
21	▼	15.7/24	A	Doogie Howser, M.D.
21		15.7/24	C	Murphy Brown
23	▼	15.5/24	A	Head Of The Class
24	▼	15.3/26	N	Golden Girls
25	▼	15.1/26	N	Empty Nest
26		15.0/26	C	World Series Postgame 2
27	▼	14.9/22	A	Coach
27	▼	14.9/24	N	Unsolved Mysteries
29	▼	14.8/23	A	Growing Pains
30	▼	14.6/26	A	Full House
31		14.4/31	C	World Series Postgame 4
31	▼	14.4/25	A	Family Matters
31	▲	14.4/22	F	Married...With Children
34	▼	14.3/23	C	Major Dad
35	▼	14.1/23	A	Wonder Years
36		13.8/30	C	World Series Postgame 3
36		13.8/23	C	World Series Pregame 1
38		13.0/23	A	Full House Spec.
38	▼	13.0/24	A	20/20
40	▼	12.8/21	N	Fresh Prince Of Bel Air
41		12.7/23	C	World Series Pregame 2
41		12.7/22	C	Knots Landing
41		12.7/21	N	Movie:Opposites Attract
44		12.6/25	C	World Series Pregame 4
45	▼	12.5/22	A	Perfect Strangers
46	▼	12.4/20	N	Ferris Bueller
47	▲	12.3/19	F	In Living Color
48	▼	12.1/18	C	Murder, She Wrote
49	▼	12.0/18	N	Movie:Love She Sought
50	▼	11.9/21	N	Carol & Company
50	▼	11.9/19	A	Married People
52		11.6/23	C	World Series Pregame 3
52	▼	11.6/19	C	Uncle Buck
54	▼	10.2/18	A	Macgyver
55		10.1/16	A	Father Dowling
56		10.0/20	C	World Series Postgame 1
57		9.9/16	C	Trials Of Rosie O'Neill
58	▲	9.8/15	F	Get A Life
58	▼	9.8/17	N	Night Court
58		9.8/16	N	Super Bloopers And Jokes
58	▼	9.8/16	A	thirtysomething
62		9.6/17	A	Movie Spec.:Babysitting
63	▼	9.5/15	C	Movie:The Big Easy
64	▼	9.4/17	N	Midnight Caller
65		9.2/15	A	Gabriel's Fire
65		9.2/14	F	Good Grief
65	▼	9.2/16	N	Working It Out
68		9.1/16	N	1st Person/M. Shriver
68	■	9.1/14	C	Flash
70		8.9/15	A	World Of Discovery
71		8.8/14	C	Doctor, Doctor
71	▼	8.8/15	A	Primetime Live
73	▼	8.7/16	N	American Dreamer
74	▼	8.4/15	A	Twin Peaks
75	▼	8.2/14	N	Quantum Leap
76	▼	8.0/13	F	Babes
76	▼	8.0/14	N	Wings
78	▼	7.8/14	N	Parenthood
79	■	7.3/11	C	Top Cops
80	▼	7.2/12	A	Cop Rock
81	▼	6.6/11	F	Parker Lewis
82	▼	6.1/11	F	Amer. Most Wanted
83		5.9/10	F	Comic Strip Live
84	▼	5.8/10	F	True Colors
85	▼	5.2/8	F	Beverly Hills, 90210
86	▼	4.7/8	F	Cops
86	▼	4.7/9	F	Totally Hidden Video
88	▼	4.0/7	F	DEA
89	▼	3.9/7	F	Haywire
90	▼	2.5/4	F	American Chronicles

FREEZE FRAMES: Syndication Scorecard *

Week ended Oct. 14

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	13.0	216	94
2	Jeopardy! (King World)	11.5	196	91
3	Star Trek: Next Generation (Paramount)	9.6	233	98
4	Entertainment Tonight (Paramount)	8.6	160	95
4	MGM Premiere Network II (MGM)	8.6	163	92
6	Oprah Winfrey (King World)	8.2	185	91
7	Cosby Show (Viacom)	7.9	191	95
8	Wheel of Fortune, wknd. (King World)	7.5	189	86
9	Current Affair (20th Century Fox TV)	7.3	180	92
10	Super Force:The Movie (Viacom)	6.0	176	94
11	Donahue (Multimedia)	5.7	212	92
12	Magic II (Buena Vista)	5.3	156	90
13	21 Jump Street, syn (Cannell Dist.)	5.0	125	91
13	Star Search (TPE)	5.0	173	96
15	Inside Edition (King World)	4.9	111	74

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

WTVX(TV) Ft. Pierce, Fla. □ Sold by WTWV Inc. to Krypton Broadcasting Corp. for $8 million cash at closing. **Buyer** is headed by Frank K. Spain and is licensee of WTVA(TV) Tupelo, Miss., and is permittee of KZJC(TV) Flagstaff, Ariz. **Seller** is headed by C.E. Feltner Jr. and has interests in Krypton Broadcasting of Jacksonville Inc., licensee of WNFT(TV) Jacksonville, Fla.; Krypton Broadcasting of Birmingham Inc.; Krypton International Corp., and Krypton Broadcasting of Ft. Pierce Inc. WTVX is an independent on ch. 34 with 5000 kw visual, 500 kw aural and antenna 973 ft.

KZOU-AM-FM Little Rock, Ark. □ Sold by Encore Communications Ltd. to GHB Broadcasting for $1.65 million cash at closing. **Seller** is headed by George Duncan and has interests in KBFM-FM McAllen-/Brownsville, Tex. **Buyer** is headed by George H. Buck Jr. and has interests in KMGY(AM) Montgomery, Ala.; WYZE(AM) Atlanta and WEAM(AM) Columbus, both Georgia; WTOO(AM) Asheville, WHVN(AM) Charlotte and WDRV(AM) Statesville, all North Carolina; WNAP(AM) Norristown, Pa., and WOLS(AM) Florence, S.C. KZOU(AM) has black format on 1250 khz with 2.5 w. KZOU-FM has CHR format on 98.5 mhz with 100 kw and antenna 1,286 ft. *Broker: H.B. La Rue, Media Brokers.*

KCIN(AM) Victorville and KATJ(FM) George, both California □ Sold by Crown Broadcasting Services for $1.575 million cash at closing. KCIN was acquired in July 1978 for $160,000; KATJ went on air in June 1989. Deal for stations in August 1989 to Victor Valley Broadcasting for $1.36 million fell through. **Seller** is headed by Sidney King and Mattie Brown. **Buyer** is owned by Scott Brody and has no other broadcast interests. KCIN has country format on 1590 khz with 500 w day and 135 w night. KATJ has Country format on 100.7 mhz with 85 w and antenna 1500 ft. *Broker: Blackburn & Co. Inc.*

WLRM(AM) Ridgeland and WLIN(FM) Gluckstadt, both Mississippi □ Sold by Exchequer Communications Inc. to Aileron Communications Inc. for $1.5 million to facilitate sale of minority interests to outside investors. **Seller and buyer** is headed by William Neville III. WLRM has news/talk format on 780 khz with 5 kw. WLIN has beautiful music format on 101.7 mhz with 3 kw and antenna 300 ft.

KZKL-AM-FM Albuquerque, N.M. □ Sold by AM-FM Communications Inc. to Coronado Broadcasters Ltd. Inc. for $1.3 million. Sale includes $800,000 cash at closing and $250,000, 10-year promissory note at 10%, with buyer assuming liabilities for balance. **Seller** is headed by Garrett Haston and has interests in KJQN-AM-FM Ogden, Utah. **Buyer** is headed by William Russell. KZKL(AM) has oldies format on 1580 khz with 10 kw day and 40 w night. KZKL(FM) has 50's and 60's format on 101.7 mhz with 3 kw and antenna 99 ft.

WLTP(AM) Parkersburg, W.Va., and WNUS(FM) Belpre, Ohio □ Sold by The Somerset Group Inc. to TRBC Inc. for $1.125 million. Sale is for 63% of stations and price includes $100,000 cash at closing and promissory note. **Seller,** headed by John Patten, is reducing its ownership from 83% to 23%. **Buyer** is headed by Joel Thorp and John Reynolds. WLTP has oldies format on 1450 khz with 1 kw. WNUS has Country format on 107.1 mhz with 2.3 kw and antenna 370 ft.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,125,000** □ **1**

FM's □ **$0** □ **0**

AM-FM's □ **$6,225,000** □ **4**

TV's □ **$8,000,000** □ **1**

Total □ **$15,350,000** □ **6**

Year to Date:

AM's □ **$90,254,068** □ **332**

FM's □ **$456,517,626** □ **215**

AM-FM's □ **$344,235,640** □ **192**

TV's □ **$798,841,900** □ **82**

Total □ **$1,691,849,234** □ **721**

For 1989 total see Feb. 5, 1990 BROADCASTING.

AnchorMedia Group

has agreed to sell the assets of

KKWM-FM

Dallas, TX

for $15,100,000

to

Cox Enterprises, Inc.

QUESTCOM

Radio Station Brokerage & Financing Services

Don Bussell
Gaithersburg, MD / (301) 963-3000

Marc Hand
Denver, CO / (303) 534-3939

Subject to FCC approval

FOR THE RECORD

As compiled by BROADCASTING from Oct 18 through Oct 24 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Actions

■ **KTIM-AM-FM Wickenburg, AZ** (AM: BAL900827ED; 1250 khz; 1 kw-D; 202 w-N; FM: (BALH900827EE; 105.5 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Kenyon Communications Inc. to Interstate Broadcasting Systems of Arizona Inc. for $1 million. Seller is headed by Willard and Suzy Lochridge and has no other broadcast interests. Buyer is headed by Paul J. and Joyce K. Toberty, who have interest in KRDS(AM) Tolleson, AZ, and KYMS-FM Santa Ana, CA. Action Oct. 12.

■ **WXRS-FM Swainsboro, GA** (ALH900814HT; 103.9 mhz; 3 kw; ant. 299.9 ft.)—Granted app. of assignment of license from Lacom Communication Inc. to Roy A. Thompson for $500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 1.

■ **WJPF(AM) Herrin, IL** (BTC900827EH; 1340 khz; 1 kw-U)—Granted app. of assignment of license from Egyptian Broadcasting Co. to Egyptian Broadcasting Co. for $200,000. Seller is headed by Robert A. and R. Keith Ferrari, O.M. Hudgens and John Brewster and has no other broadcast interests. Buyer is headed by Robert A. Ferrari, John S. Brewster, R. Keith Ferrari and Orville Hudgens, and has no other broadcast interests. Action Oct. 10.

■ **WNDI-AM-FM Sullivan, IN** (AM: BAL900823HW; 1550 khz; 250 w-D; FM: BALH900823HX; 95.3 mhz; 3 kw; ant. 150 ft.)—Granted app. of assignment of license from John O. McPherson to Antrosiek Inc. for no financial considerations. Seller has no other broadcast interests. Buyer is headed by Arthur F. and Jean P. Stanley, Howard McMinimee, Lillian O. Widmer, William Hoye, Joseph Powers and David Messing, and has no other broadcast interests. Action Oct. 5.

■ **WABJ(AM)-WQTE(FM) Adrian, MI** (AM: BAL900711EF; 1490 khz; 1 kw-U; FM: BALH900711EG; 95.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Mid-America Radio Group Inc. to Friends Communication of Michigan Inc. for no financial considerations. Seller is headed by David C. and Kay A. Keister and has interest in WBAT(AM) Marion, WLJC(FM) Van Buren and WKBV(AM)-WFMG(FM) Richmond, all Indiana. Buyer is headed by Eugene Bryan, Bob Elliott, Michael R. Brooks and Charles J. Brooks, and is licensee of WEPS(FM) Freeport, IL. Action Oct. 9.

■ **WQPM-AM-FM Princeton, MN** (AM: BAL900808HC; 1300 khz; 1 kw-D; 83 w-N; FM: BALH900808HD; 106.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Lacom Communication Inc. to Roy A. Thompson for $500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 1.

■ **KLAV(AM) Las Vegas, NV** (AL900420EE; 1230 khz; 1 kw-U)—Granted app. of assignment of license from Wagenvoord Advertising Group Inc. to Holder Broadcast Services of Nevada for $1.3 million ("Changing Hands," May 21). Seller is headed by Jeff Revette and has no other broadcast interests. Buyer is headed by Harold Holder Sr., has interest in KPUR-AM-FM Amarillo, TX. Holder has interest in GMX Communications Inc., licensee of WHBB(AM)-WDXX(FM) Selma, AL; KLCL(AM)-KHLA(FM) Lake Charles, LA; WNAU(AM)-WWKZ(FM) Albany, MS, and WRLT(AM) Franklin and WRLT(FM) Madison, both Nashville, Tenn. GMX Communications is selling stations to Zenox Inc. ("Changing

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. # Instructional TV fixed service. / Studio-transmitter link. Source: Nielsen and Broadcasting's own research.